CLAIMS:

1. (currently amended) A shrink sleeve for heat shrinking over an asymmetrically contoured article, the sleeve made of a preferentially orientated film and comprising: an open bottom defining a vertical bottom axis and an open top defining a vertical top axis, the top axis offset transversely from the bottom axis defining a curved shape portion when the sleeve is in a lay-flat condition, and printed graphics on ~~a contoured~~ said curved shape portion of the sleeve, said ~~contoured~~ curved shape portion having a non-uniform lay-flat width when the sleeve is in ~~a~~ the lay-flat condition.

3. (currently amended) The shrink sleeve of claim 1 wherein the ~~contoured~~ curved shape portion comprises a concave-shaped portion.

4. (currently amended) The shrink sleeve of claim 1 wherein the ~~contoured~~ curved shape portion comprises a convex-shaped portion.

5. (currently amended) The shrink sleeve of claim 1 wherein the ~~contoured~~ curved shape portion comprises a convex-shaped portion and a concave-shaped portion.

6. (original) The shrink sleeve of claim 1 wherein the shrink sleeve comprises a first side in a lay-flat condition, the first side having a vertical portion and an angled portion disposed between the vertical portion and the open top, the angled portion forming an obtuse angle with the vertical portion.

9. (currently amended) The shrink sleeve of claim ~~8~~ 1 wherein the film is made of a shrink material selected from the group of polyvinyl chloride, polyethylene, polypropylene, polyesters and polystyrene.

27. (currently amended) A shrink sleeve for heat shrinking over an asymmetrically contoured article, the sleeve made of a preferentially orientated film and a ~~contoured~~

curved shape portion of said sleeve made by welding said sleeve with a die seal along a curved portion of a side edge of said sleeve when said sleeve is in a lay-flat condition to define the ~~contoured~~ curved shape portion;

wherein said shrink sleeve comprises an open bottom defining a vertical bottom axis and an open top defining a vertical top axis, the top axis offset transversely from the bottom axis and the ~~contoured~~ curved shape portion comprises a non-uniform lay-flat width when the sleeve is in ~~a~~ the lay-flat condition.

28. (currently amended) As shrink sleeve as in claim 27 comprising printed graphics in the ~~contoured~~ curved shape portion.